

CLEARANCE CERTIFICATE

Saudi Arabia (SA) · GAM, SFDA

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:47 UTC	NOT CLEARED

13 finding(s) were raised against this market from 12 resolved rules: 9 still holding clearance, 4 fixed and verified, 1 referred to a human. Every rule below was matched to an observation the analyst recorded from the footage itself, and every citation was retrieved at judging time.

FINDINGS

SA-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

The depiction of a wine bottle directly violates the prohibition on alcohol depiction under GAM Media Content Standards. Advertising content in Saudi Arabia strictly forbids depicting, promoting, or consuming alcoholic beverages.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG9-3ngvUyjAl8b8GbCBuZP8sU1gZu3ib-mXSHil1a3vo3Lbnl0TuSCq9mo0T0ZJL0S_Fl6Xw8xYgyLegskh0J_ZRWYoe_ZcMYPkHPx-Gg_ZXUUGf4g-nN-IE0fPEZTAEWtUJObd7zcfjIWzN6yF-EREaXPrjKFMHfCP0nAkCLzQfCbhU2D2_0HfjlqFWT110k2Yeg7A2emswYTXaDlxZb9xNa19b6yy2C7mMsJRs66fm3CPkWHalhTw==

SA-ALC-01 · legal · severity 95 · 00:28.0 to 00:30.8 · open

Displaying a beverage bottle on a bar counter directly in front of commercial liquor shelves violates GAM Media Content Standards against depicting or promoting alcohol. The bar setting and liquor display constitute prohibited alcohol media content.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH0EBz7vSWSEPPx1a5Z4S00kLU08_kOAvpYvZs6i5Y-KdL_E-e-GTN05oPV7QH_RmdzzuPW738FH8Jho2r47NohqxrMpfH3x2u8Uk1wwasHegs2q3f6aLbFZhW3FI2NvYdyhbxMP_PsUEIBbmVSEaXCSrwRD6SpmeB3andgj86laFRqniPO7hpbYBNZK9_WAGHmhwMeq0ea6iUpQ9oB-5qhPI9cJMoUMYU_8cdUe7XynWcZXQy_Awl2Q==

SA-ALC-01 · legal · severity 95 · 00:30.8 to 00:31.3 · open

Depicting a bottle before shelves filled with liquor bottles violates GAM Media Content Standards barring alcohol depiction in advertising. The clear bar context and alcohol inventory are prohibited.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGS500ld5oafA_n3dLrBYphZDbZ2qBxqWP6FsX99YwfG7T8BLTrBUtdDBejrFgzld4CCzo47Rxr6sN8HmFeVrGvXY8A2EgZb8tEv797aX9Gmre63ieQv5FBVciaCha7VNLnbITlyw7sCcuCcB0Pbn8SLIOdrmZhHdP_1S1_KT3mDWuXVZxfjogY3BVz-LvnWgQJlQ==

SA-ALC-01 · legal · severity 95 · 00:31.3 to 00:31.9 · open

Presenting a chilled beverage bottle on a bar counter in a bar setting promotes alcoholic beverage consumption, violating GAM Media Content Standards. Depicting alcohol or bar venues in commercials is prohibited.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE6xMlwDEm9RBqTt1LYyDJpxyb_-NmqlqEleaPas0rhBU51GIX1hpfMdl1xNO-rpMBgiGitm5gbYUfocChikyH5B8cCvvp09kqG-E3xzQZp9466fLQEJw77Oq6KuEBL-CXKNqfJJv_KqW216SvMKb2_0SAcqE=

SA-ALC-01 · legal · severity 95 · 00:31.9 to 00:35.1 · open

A condensation-covered dark green bottle served on a wooden bar counter depicts alcoholic beer presentation, breaching GAM Media Content Standards. Depicting alcohol service or beer in advertising is prohibited.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFkfmAzQN4NE9LfAlbLMn8R4EKRTfdLE1Yz1ldLIX2eoyq4YbYS201gX74p7MPZhoiqfH8NschmmEr5x_woBQmlooWk8ahu_9cdHbcz2JDDGA0QD4NkkC57qbTVM2xiotXS0uDTbwouyT-uXFx4KU3yK0w_TTnl7CICJVMqa6pE4agAeKd19IEL0xvTV8GdguSBiw==

SA-ALC-01 · legal · severity 95 · 00:42.1 to 00:49.1 · fixed and verified

Depicting a beer bottle on the table breaches GAM Media Content Standards prohibiting the depiction, promotion, or consumption of alcohol. Alcoholic beverages may not appear in any advertising content in Saudi Arabia.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG7IQSpKo7lwLmROuc9k9DmYlrSMZxYzbNYZICW264u6cihuu2FS9dzhQ4ZcBSgoQCtwZDBfN81emow5RvScaC_vS2M_STwTsofoe-C8zdAvkuwXiU5dcS-dGewJBsT6uys_Znk5vKw94A07lwd2F2aNNHxcY7JlBqWRwLeFMY4MRXSgnB5dP29Tn8BgNxPlaSk

Changed. omni (chg_af9db029240d): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: SA-ALC-01 no longer fires at 42.08-49.12s after omni; fnd_SA_SA-ALC-01_obs_shot_9_000 resolved

SA-LGBT-01 · legal · severity 90 · 00:42.1 to 00:49.1 · open

Depicting two men holding hands and smiling affectionately in a romantic context triggers GAM Media Content Standards prohibiting content perceived to promote or normalize same-sex relationships and LGBTQ identity. Such depictions violate Saudi public morals and media content standards.

Basis. GAM Media Content Standards: media and advertising content contradicting Islamic values and public morals is prohibited; applied by the regulator to content perceived as condoning or promoting same-sex relationships or LGBTQ identity

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFywp25Mh_zSHv8HJADfl9F9BS0nGEbTx7oEMtfRIHXNleL2P09MYInfdmguuJKWYbV9YRh95JCHhPkQqesR6ltLDVNG7FeZPkN16AueQ6q7mIM0ttNqaxYIGaSsbP-weYE-DyC6ODzKUCmYNfXAMb8ujlaSpLQilGzm8SJBBlitS7-J5

Human decision required. rule basis targets a protected characteristic; human decision required

Verifier. still open: SA-LGBT-01 continues to fire at 42.08-49.12s; fnd_SA_SA-LGBT-01_obs_shot_9_003 untouched

SA-MOD-01 · legal · severity 85 · 00:00.0 to 00:07.0 · open

GAM Media Content Standards require advertising to respect Islamic values and public decency, including standards on modest dress. An open V-neckline revealing chest skin exceeds permissible modesty thresholds in the Saudi market.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF_WeV32FJTcUpBj1A_ba-vVf0vpw3b_BmO0R1rqDOGC9cKmiy4ZUun_uZiq-gOrZbZ3x9K2iSYTHU8ha-ZT9T_cAH-rcqMOxjOM6KRJNPkhG4d3RyrLR466_opWlxh7JYw6LmtmneeH8k3i8G2fYsgu7E6RBuILB9A5wdacgRPzVqPtSwHL6hmbIcVpY=

SA-MOD-01 · legal · severity 85 · 00:21.0 to 00:28.0 · open

Depicting a woman in a two-piece bikini violates GAM Media Content Standards requiring media to uphold Islamic values and public decency regarding dress and exposure. Revealing swimwear is strictly prohibited in public commercial broadcasts.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEUDV4_Jk5m7v7jvnwncWAdHdICeCeQF-yUfMB23MAS9VREr2uNHohmMnOm4xGdVcd_VA4603dbwI3t4CYdm2aaxzu22miR0lcK6udPnS__FVqokASq27sKaGqOBjXixKX5aEXcAZERFLdIzNP98d61O6DAawWWweO3FjbtKygyHSK0xOLSTewLzqCXjFMUEWzVfA==

SA-MOD-01 · legal · severity 85 · 00:35.1 to 00:42.1 · open

Depicting a woman in a sports bra with exposed midriff, back, and arms violates GAM Media Content Standards on public decency and modest dress. Revealing athletic tops are not permitted in general broadcast advertising in Saudi Arabia.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFAkXt9Wzk_25ONMVOBWabx-BwjOCtr4lRrEmg6AvZOWsXDfFerYCGfPpv1ULRv7Ygzk3BiqOZ9etjJAXn2tOF1b-KDkJF4dTIFleZixmyKrmWr6nA_qTUhlb4ft0hIkEvJlFIBGSjeANnq7KkAEo0bRqDVKcFA1-JAHQgwZ4MnxIt2yhEAb8z-BGzsDuA==

Verifier. still open: SA-MOD-01 continues to fire at 35.08-42.08s; fnd_SA_SA-MOD-01_obs_shot_8_002 untouched

GL-MISLEAD-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

The comparative claim 'Twice the energy of any other drink' is an objective superiority claim presented without substantiation or qualification. This directly violates Article 5 of the ICC Code requiring empirical substantiation for comparative performance claims.

Basis. ICC Advertising and Marketing Communications Code, art. 5 (substantiation)

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFB69AVGYGFIEobB-htksvOLHzath7nAlv6WGjXWq2lpa-PI8ACsiiiQYV-QgLfTAusvGoBB5r1Ed6PW2ZycQXorwY8M-VV73aBrOd642H2fQEfP7YcpuXz4iQAXecPvREeHTU-v9wsy5aOjss3AMzgHBUEDC1jPibAhMiqMvRXnMDg==>

Changed. carried over from DE (chg_4004e104e64b): the same seconds DE fixed, spliced into SA's cut: replaced the spoken line with "Power your day with Solstice energy."

Verifier. fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s after carried over from DE; fnd_SA_GL-MISLEAD-01_obs_shot_8_000 resolved

GL-HEALTH-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

Claiming 'Twice the energy of any other drink' constitutes an explicit nutritional and physiological performance claim under the ICC Framework for Responsible Food and Beverage Marketing Communications. Such claims require appropriate nutritional substantiation and responsible framing.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHRXgVlaeNRCDDLbpgDVhlbO9ENyH1tjRdJHcW_-2-1FjcvewKgpZtc5a_qKPxtejHXm1XY13YB_0ECc3KQumYuUyul-uzaVN_Ku-ujlZsnWVqT8WhlW-VrnaqjL1g0NGw5nQ=

Verifier. incidentally fixed: GL-HEALTH-01 no longer fires at 35.08-42.08s; fnd_SA_GL-HEALTH-01_obs_shot_8_001 resolved without having been the target

SA-PHARMA-01 · legal · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

Making an unsubstantiated physiological health or therapeutic claim ('Twice the energy of any other drink') without SFDA pre-approval breaches SFDA advertising regulations. Health claims for food and beverage products in Saudi Arabia require prior SFDA clearance.

Basis. SFDA advertising rules: health-product advertising requires SFDA pre-approval, and prescription-only medicines may be advertised only to healthcare professionals, not the general public

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEUCxheF35tA2XnmDO1beziolZVAiy4XzbcN8fx1sV9c2DgpiE0LGKRn6OP3OG9dy0QTyVKxW3ZG2vt_PTTtQjKhj9ITa0sgoD__gZutn7ikrErMscsthtN7e5aQXuNCjEzQ7SzXHaRCG87H2SgjAxcL6sf-A60hZY6C1AQoxF5M1u9SY2cyL3kLuQGq9Y7xHtuqqArdF1mAUT0WQIA==

Verifier. incidentally fixed: SA-PHARMA-01 no longer fires at 35.08-42.08s; fnd_SA_SA-PHARMA-01_obs_shot_8_001 resolved without having been the target

This is a machine-generated record of one clearance run: what the system observed, which rules it matched, what it cited and what it changed. It is evidence for a human decision, not the decision, and not legal advice. Issued by The Media Customs.